

# Questions

## To: All Candidates

*From: Boris*

### **1. What is your highest priority for the IAM for the next few months?**

The promotion of memory sports in North America and throughout the world. Also, to develop ways to bring younger people into the sport. I believe memory sports has a great opportunity to provide great value for entertainment and for education

### **2. How much time do you plan to dedicate to this volunteer role?**

I must get into details about my work schedule to answer this as accurately as possible, when I work my normal job, I work 2 weeks on 2 weeks off, working 12 hours a day with very poor internet. When I am away at work, I could manage an hour a day but I am also training 1 hour a day. So for that I will say, during the 2 weeks I work: 3 hours per week. When I am home on my days off, I will have lots of time, though I am beginning a new role where I will teach memory techniques to children, this is a part time role, so I will still have plenty of time. In my time off, I am willing to commit 8 hours per week to compensate for my lack of availability while I am not on my work rotation.

### **3. How much time do you expect from other board members to commit?**

I understand things come up, and people are busy with work and their own personal lives. I suspect like myself, the other applicants will be more available on some weeks than others. I expect an honest effort and to at least reach 2 hours per week when possible.

### **4. Whom would you give your vote for chairperson of the board?**

While I respect the qualifications and applications of all other board applicants, the choice for me is Simon Reinhard. Simon, has the experience, knowledge and passion to be the perfect choice for chairperson. I have also seen videos of Simon speaking and he commands the room eloquently, when Simon speaks you hang on to every word. Simon is a true leader.

## To: those who compete themselves as memory athletes

*From: Boris*

### **5. Do you see a possible conflict of interest if you are a board member and decide/discuss on rules of the sport or details such as prize money distribution? If yes, how do you plan to deal with that?**

Interesting question here, as I have yet to compete in person yet. While my skills are growing as an athlete, I believe I can only compete with the best players in the Words

events. This is potentially a conflict of interest but I believe in this discussion for prize money, I would look at the more experienced members who have been there before to help me on this subject, such as Simon.

## To: All Candidates

*From: Sylle*

### **8. What do you think would be ways of going from the covid-time PR drought (having competitions results and even new World Records not being reported) to having a more efficient way of informing members of memory-related news and reaching for new audiences?**

Greater social media presence of the IAM accounts, posts and videos congratulating those with new records and if the record holder is willing to conduct an interview with them to be posted on our social media accounts. I also think it would be great to send out a monthly newsletter informing members of memory-related news, new records, events, tips, techniques, interviews with athletes etc.

I also believe that it is odd we have a much higher number of males in our sport compared to females, despite having some incredible female athletes (Katie Kermode, Munkhshur and Enkhshur Narmandakh, Rowaa Ashraf, Sayaka Hokazano, Celine de Luca, Melanie Hollein, Ewelina Pres, etc), I am sure there are many others who I either forgot or are not memoryleague players. If I am being honest, I am unsure of how to attract more females to our sport, but it is clear that gender doesn't matter in our sport and we should promote the accomplishments of these incredible female athletes.

To reach new audiences, I believe our community should engage in publishing difficult/fun challenges such as Braden Adams memorizing 70 decks of Cards or Sylvain Arvidieu memorizing a deck of cards in ice cold water in Sweden(you are a mad man), memory sports are fun, let's display that to the world. Perhaps a monthly challenge.

I believe that a lot of people who see what we do believe we simply have a "photographic" memory and that they cannot do what we can do. However, we know with training and techniques we can accomplish amazing memory feats, we need to find a way to demonstrate the basics of what we do to these people who believe it cannot be done. My suggestions:

- A volunteer "trainer" at these events to teach memory basics.
- Promotional materials to get started, for example "memorize 50 digits of pi with the major system".

### **9. What would you strive for the most: having high-participation competitions, having a lot more live competitions every year or having a high density of high-performing**

### **athletes at selected competitions (continental and world events)?**

Having more live competitions, specifically in North America, where the sport needs to grow. While it is great to have our best compete, I am more concerned about growth. In addition, I'd like to see more disciplines marketed towards kids, one idea I have here is to rework Words to make them simpler for kids, in a specific Kids Words event (nouns, simple adjectives like blue, tall etc.). I believe it is important to reach this market so we can continue to grow now and in the future